

Appl. No. 10,812,659
Docket No. 9574
Amdt. dated March 26, 2007
Reply to Office Action faxed on March 26, 2007
Customer No. 27752

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THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Original) A packaged article comprising:
 - a) a substantially transparent container having a longitudinal axis, a first surface, and a second surface opposing said first surface; and
 - b) a lenticular label having a front face and a rear face, wherein the front face of the lenticular label comprises a multidimensional image, and wherein the front face of the lenticular label is adhered in a facing relationship to the second surface of the substantially transparent container.
2. (Original) A packaged article according to claim 1, wherein the multidimensional image imparts to a viewer at least one visual illusion, wherein said visual illusion is selected from the group consisting of depth, motion, flipping, zooming, and morphing.
3. (Original) A packaged article according to claim 2, wherein said visual illusion is viewable by a viewer at a viewing distance which allows said viewer to perceive said visual illusion when said packaged article and said viewer move relative to one another.
4. (Original) A packaged article according to claim 3, wherein said viewing distance is about 30 cm to about 91 cm.
5. (Original) A packaged article according to claim 3, wherein the lenticular label further comprises a plurality of lenticules substantially parallel to said longitudinal axis, and wherein said visual illusion is viewable by a viewer when said packaged article is rotationally translated by said viewer about said longitudinal axis.

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6. (Original) A packaged article according to claim 3, wherein the lenticular label further comprises a plurality of lenticules substantially parallel to said longitudinal axis, and wherein said visual illusion is viewable by a viewer when said packaged article is horizontally translated perpendicular to said longitudinal axis.
7. (Original) A packaged article according to claim 1, wherein the substantially transparent container is made of a material selected from the group consisting of polyethylene terephthalate, polystyrene, polyvinyl chloride, polypropylene, high density polyethylene, and glass.
8. (Original) A packaged article according to claim 1, wherein at least one of said first surface and said second surface of the substantially transparent container is arcuate in shape.
9. (Original) A packaged article according to claim 1, further comprising a design on said first surface of the substantially transparent container, wherein said design is complementary to the multidimensional image.
10. (Original) A packaged article according to claim 2, further comprising a liquid product in said substantially transparent container wherein said liquid product is at least semi-transparent.
11. (Original) A packaged article according to claim 10, wherein the liquid product which is at least semi-transparent is selected from the group consisting of a shampoo, a conditioner, a hair rinse, a hair gel styling composition, a liquid soap, and a shower gel.
12. (Original) A packaged article according to claim 10, wherein the multidimensional image is viewable by a viewer through the first surface of

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the substantially transparent container and through the liquid product at a viewing distance which allows said viewer to perceive said visual illusion.

13. (Original) A packaged article according to claim 12, wherein said viewing distance is about 30 cm to about 91 cm.
14. (Original) A packaged article comprising:
 - a) a substantially transparent container having a longitudinal axis, a first surface, and a second surface opposing said first surface;
 - b) a lenticular label comprising a front face, a rear face, a plurality of lenticules, and a plurality of interlaced component images; and
 - c) a liquid product which is at least semi-transparent;wherein the front face of the lenticular label comprises a multidimensional image which imparts at least one visual illusion, and wherein the front face of the lenticular label is adhered in a facing relationship to the second surface of the substantially transparent container; and
wherein the plurality of interlaced component images are arranged in correspondence with the plurality of lenticules such that the multidimensional image is viewable by a viewer substantially free of distortion through the first surface of the substantially transparent container and through the liquid product at a viewing distance which allows said viewer to perceive said visual illusion.
15. (Original) A packaged article according to claim 14, wherein said viewing distance is about 30 cm to about 91 cm.
16. (Withdrawn) A method of packaging a liquid product which is at least semi-transparent, said method comprising the steps of:
 - a) providing a substantially transparent container having a longitudinal axis, a first surface, and a second surface opposing said first surface;

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- b) providing a lenticular label having a front face and a rear face, wherein the front face comprises a multidimensional image which imparts at least one visual illusion;
 - c) adhering the front face of the lenticular label in a facing relationship to the second surface of the substantially transparent container; and
 - d) providing the liquid product which is at least semi-transparent in said substantially transparent container.
17. (Withdrawn) A method according to claim 16, wherein the liquid product which is at least semi-transparent is selected from the group consisting of a shampoo, a conditioner, a hair rinse, a hair gel styling composition, a liquid soap, and a shower gel.
18. (Withdrawn) A method according to claim 17, wherein the multidimensional image is viewable by a viewer through the first surface of the substantially transparent container and through the liquid product at a viewing distance which allows said viewer to perceive said visual illusion.
19. (Withdrawn) A method according to claim 18, wherein said viewing distance is about 30 cm to about 91 cm.